

Marketing Education

(CIP: 52.1400)

DIRECTIONS

Evaluate the student by checking the appropriate box to indicate the degree of Competency. The rating for each task should reflect **employability readiness** rather than the grades given in class.

Rating Scale:

0 No exposure

1 Introduced- the student has been exposed through non participatory instruction (e.g. lecture, demonstration, field trip, video).

2 Practiced- the student can perform the task with direct supervision.

3 Entry-Level Competency- the student can perform the task with limited supervision and/or does not perform the task to standard (a typical entry-level performance expectation).

4 Competency- the student consistently performs task to standard with no supervision (on at least two occasions or at instructor's option).

0 1 2 3 4

A. Perform Advertising Activities

*A. 001 Identify major purpose of advertising.

*A.002 Identify various types of media and their strengths and weaknesses.

*A.003 Analyze advertisements.

*A.004 Explain promotional mix.

*A.005 Prepare ad layout.

*A.006 Prepare radio script.

*A.007 Plan special events.

*A.008 Develop promotional skills through the preparation of an advertising plan for a local business.

*A.009 Prepare a storyboard, layout, and script for a television ad. (Actual technical production of TV spot would be an enhancement task.)

*A.010 Describe advertising and sales promotion techniques.

*A.011 Identify cost factors in the selection of alternative promotional methods.

*A.012 Identify source of promotional assistance and information.

*A.013 Identify the objectives of a public relations program.

B. Apply Communication Skills

- *B.001 Demonstrate role of communication in business.
- *B.002 Give verbal and written presentations.
- *B.003 Demonstrate effective use of telephone techniques.
- *B.004 Introduce people.
- *B.005 Prepare business forms and correspondence.
- *B.006 Follow oral and written instructions.
- *B.007 Participate in meetings.
- *B.008 Demonstrate effective listening skills.
- *B.009 Demonstrate knowledge of state-of-the-art communications technology (FAX, ...).

C. Perform Merchandise Presentation and Display

- *C.001 Create, maintain, and use selling aids.
- *C.002 Plan counter/window/interior displays.
- *C.003 Select merchandise for displays.
- *C.004 Build counter/window/interior displays.
- *C.005 Analyze effectiveness of displays.
- *C.006 Perform display housekeeping.
- *C.007 Prepare a merchandise display for a local business.

D. Use Human Relations Skills

- *D.001 Demonstrate effective use of interpersonal skills.
- *D.002 List and classify three categories (physical, mental, emotional) of personality traits.
- *D.003 Identify abilities and qualities employers expect.
- *D.004 Identify abilities and qualities customers expect.
- *D.005 Demonstrate effective employee-employer relations.

*D.006 Demonstrate effective customer relations.

*D.007 Demonstrate good grooming and courtesy skills.

*D.008 Project a positive image and attitude.

E. Demonstrate Management Skills

*E.001 List hiring procedures.

*E.002 Assist in training of new employees.

*E.003 Encourage morale among employees.

*E.004 Follow store policies.

*E.005 Distribute and explain operating information.

*E.006 Follow lines of authority.

*E.007 Plan job tasks.

*E.008 Schedule employees.

*E.009 Identify grievance procedures.

*E.010 Explain customer service and facilities locations.

*E.011 Describe concept of income and expenses.

*E.012 Suggest change to improve work situation.

*E.013 Explain various styles of management.

*E.014 Identify the steps involved in hiring the employee.

*E.015 Describe the procedures for developing a training program.

*E.016 Describe various alternatives for evaluating employee performance.

*E.017 Perform duties of an assistant manager in a student simulation at a local business.

*E.018 Perform duties of a manager of at least one department in the school store.

F. Apply Mathematics Skills

*F.001 Perform basic mathematics computations.

- *F.002 Make change.
- *F.003 Calculate tax.
- *F.004 Operate cash register.
- *F.005 Calculate stock/inventory turnover.
- *F.006 Process charge sale/accounts receivable/payable.
- *F.007 Process customer returns.
- *F.008 Prove cash drawer.
- *F.009 Calculate personal wages.
- *F.010 Calculate discounts/exchange rates.
- *F.011 Calculate break-even point.
- *F.012 Calculate mark-up and markdown.
- *F.013 Identify various components of balance sheet reports.
- *F.014 Calculate simple interest.
- *F.015 Describe the uses and types of journals and ledgers.
- *F.016 Identify various components of profit and loss statements.
- *F.017 Analyze the use of various depreciation schedules.

G. Perform Merchandising Activities

- *G.001 Prepare merchandising plan.
- *G.002 Demonstrate invoice control.
- *G.003 Compute discounts of purchases.
- *G.004 Develop model stock layout plan.
- *G.005 Demonstrate reordering and restocking concepts.
- *G.006 Outline steps necessary for taking physical inventory.
- *G.007 Identify buying factors.
- *G.008 Demonstrate ability to locate and place merchandise within established confines.

*G.009 Explain stimulation of sales.

*G.010 Perform duties of an assistant purchasing agent/buyer in a student simulation.

*G.011 Demonstrate knowledge of special sales techniques in a student simulation.

H. Perform Business Operations

*H.001 Explain use of finance.

*H.002 Complete departmental stock control records.

*H.003 Demonstrate check cashing and credit card procedures.

*H.004 Demonstrate shipping and receiving procedures.

*H.005 Mark merchandise.

*H.006 Change marked retail prices.

*H.007 Stock merchandise.

*H.008 Perform store maintenance (real or simulated).

*H.009 Practice work place safety precautions, reporting unsafe conditions to supervisors...

*H.010 Explain accident procedures.

*H.011 Identify shoplifting patterns.

*H.012 Describe the financial, ethical, and legal issues surrounding employee theft.

*H.013 Explain cash flow and budgeting concepts (budgeting for inventory purchase).

*H.014 Demonstrate knowledge of government regulations and reporting processes related to the operation of a business.

*H.015 Prepare an advanced loss prevention project.

*H.016 Prepare an accounting and inventory control plan for an entire business.

I. Apply Product Knowledge and Customer System Information

*I.001 Explain importance of product knowledge and customer service.

*I.002 List sources of product knowledge and customer service information.

J. Demonstrate Merchandise Sales

*J.001 Demonstrate selling skills.

*J.002 Explain buying motives.

*J.003 Identify selling strategies.

*J.004 Develop a sales plan for a business.

*J.005 Explain basic principles of impulse buying.

*J.006 Demonstrate ability to translate product knowledge/customer service information into customer benefits.

*J.007 Perform a student simulation of a sales position in a local business.

*J.008 Differentiate between self-service and full-service business operations.

*J.009 Develop policies and procedures for serving customers.

*J.010 Develop a plan for training and motivating sales people.

K. Apply Economic Principles

*K.001 Recognize economic activities.

*K.002 Analyze consumer behavior.

*K.003 Describe product utility.

*K.004 Identify economic resources.

*K.005 Analyze business risks.

*K.006 Define market price.

*K.007 Define the principles of supply and demand.

*K.008 Define competition.

*K.009 Compare economic systems.

*K.010 Identify economic freedoms.

*K.011 Identify business activities.

*K.012 Define Gross Domestic Product.

*K.013 Analyze business cycles.

L. Apply Marketing Principles

*L.001 Identify the marketing concept.

*L.002 Describe marketing functions.

*L.003 Identify market segments.

*L.004 Describe marketing strategies.

*L.005 Describe channels of distribution.

*L.006 Recognize international trade relationships.

*L.007 Explain the marketing-oriented approach to planning.

*L.008 List the controllable factors in each element of the marketing mix.

*L.009 Justify the use of market information and market research in planning.

*L.010 Develop a procedure for identifying target markets and developing a marketing mix.

*L.011 Outline a marketing plan for a business.